

LILIT POSTOYAN

Austin, TX, United States 

UI/UX Designer with a background in business management and hospitality, bringing strong empathy, communication, and analytical problem-solving to every project. Skilled in research, prototyping, and collaboration, creating intuitive digital experiences that simplify complex problems and enhance user engagement.

PROJECTS

MyHomeBakery | Recipe App

UX/UI Designer - CareerFoundry Project | Fall 2024

- **Problem:** Identified critical usability gaps in existing recipe platforms, including unclear instructions, missing features, and inefficient navigation.
- **Process:** Conducted competitive analysis, user research, interviews, persona creation, user flows, and MVP definition to guide data-driven design decisions.
- **Solution:** Designed a responsive recipe app with streamlined search, organized planning tools, and intuitive step-by-step guidance to enhance cooking efficiency.

Activity Connect | Activity Finder App

UX/UI Designer - CareerFoundry Project | Spring 2025

- **Problem:** Lack of a centralized, easy-to-use platform made it difficult for parents and individuals to discover, compare, and register for local classes and activities.
- **Process:** Conducted competitor analysis, user interviews, personas, flows, and wireframes to define user needs and design an intuitive mobile experience.
- **Solution:** Delivered a streamlined iOS/Android app that simplifies class discovery, comparison, scheduling, and registration for both users and activity providers.

EXPERIENCE

Ulta Beauty - Beauty Advisor Austin, TX | December 2022 - April 2023

- Delivered personalized consultations by identifying customer needs, supporting strong user empathy, and applying problem-solving skills.
- Created tailored product recommendations, translating customer goals into clear solutions.
- Built customer relationships and met sales goals through effective communication.
- Maintained visually appealing product displays, applying visual hierarchy and layout thinking.
- Participated in product trainings to stay informed on trends and user preferences.

Macy's - Beauty Advisor Corte Madera, CA | October 2021 - November 2022

- Guided customers through selection processes by identifying needs and simplifying choices.
- Communicated product value clearly across in-person and phone interactions.
- Collaborated with teams and vendors on events to improve coordination and results.
- Ensured high-quality store presentation with attention to detail and visual consistency.

Wells Fargo - Bank Teller Sausalito, CA | May 2019 - October 2020

- Processed transactions accurately to ensure a smooth, reliable customer experience.
- Identified fraud risks through careful analysis and attention to detail.
- Built strong customer relationships through clear, empathetic communication.
- Trained new team members, supporting team efficiency and workflow consistency.

L'Orange Group - UI Designer Yerevan, Armenia | April 2013 - December 2015

- Supported creation of UI and graphic assets for menus, websites, ads, and social media using Adobe Photoshop and CorelDRAW.
- Collaborated with design teams to deliver visually consistent, user-focused content.
- Gained experience related to multitasking, strict time management, and communication.

CONTACT

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TOOLS

Figma & FigJam
Adobe XD
Photoshop
InVision
HTML, CSS, JS
MS Office Suite

SKILLS

User Research
A/B & Preference Testing
Personas & User Journeys
User Flows & Task Flows
Wireframing
Prototyping
Usability Testing
Responsive Design

EDUCATION

CareerFoundry
Certificate in UI Design with a specialisation in Frontend Development for Designers 2025

Haybusak University
Bachelor of Science: Economics & Business Management 2010

LANGUAGES

English
Armenia
Russian